

# Making sweet music together

How mindfulness helped improve employee wellbeing at LinkedIn



## The client:

LinkedIn is the go-to social network for professionals looking to connect.

With more than 756 million members worldwide, over 10,000 employees and offices across the globe, it is a major player in the tech and social media space. Like many organisations though, the events of 2020 had a huge impact on employee wellbeing and mental health.



- Carol Wallace,  
Reward Partner EMEA  
& LATAM, LinkedIn

At the time, we didn't have the resources to complete this project on our own, so we partnered with Irish Life Health, knowing that their Scientific Advisory Council could support and effectively study the results. Together we came up with the idea that focused on people's social and emotional wellness. What sets Irish Life Health apart from other businesses is that they're not just a vendor - they become a core partner. And due to their data-driven approach, we were able to prove that the project had a positive impact on our employees' health and wellness.



## The problem:

The LinkedIn office in Dublin has a hugely diverse workforce - which creates a high-energy, diverse working environment. However, during COVID-19 and the subsequent lockdowns, many of these individuals experienced isolation and loneliness as they were required to work from home and away from the office they enjoy so much. In addition to this, many international employees experienced further feelings of separation due to having no family locally and not being able to travel to their home countries.

Through their Employee Voice Surveys, LinkedIn business leaders identified the impact this was having on their employees. They approached Irish Life Health for support.



## The solution:

During the global pandemic, Irish musician and mental health advocate Niall Breslin created a media storm by sending 400 ukuleles out to people and creating an online space to teach them how to play. This also gave them a way to connect with others. The idea captured the nation's hearts and prompted Irish Life Health to investigate the psychological benefits of music in wellbeing.



**89% of adults who regularly play an instrument feel it positively affects their mental health**



more than half (**56%**) feel relaxed



**48%** feel satisfied



**43%** feel peaceful

**and just over a third suggested playing music gives them a sense of purpose in life.<sup>1</sup>**

In record time, Irish Life Health's experts and LinkedIn's leaders brought together a dynamic, high-performing team including HR, wellbeing, content developers, learning & development, and internal comms to bring "**LiftUp your Ukulele and Rock**" to life.

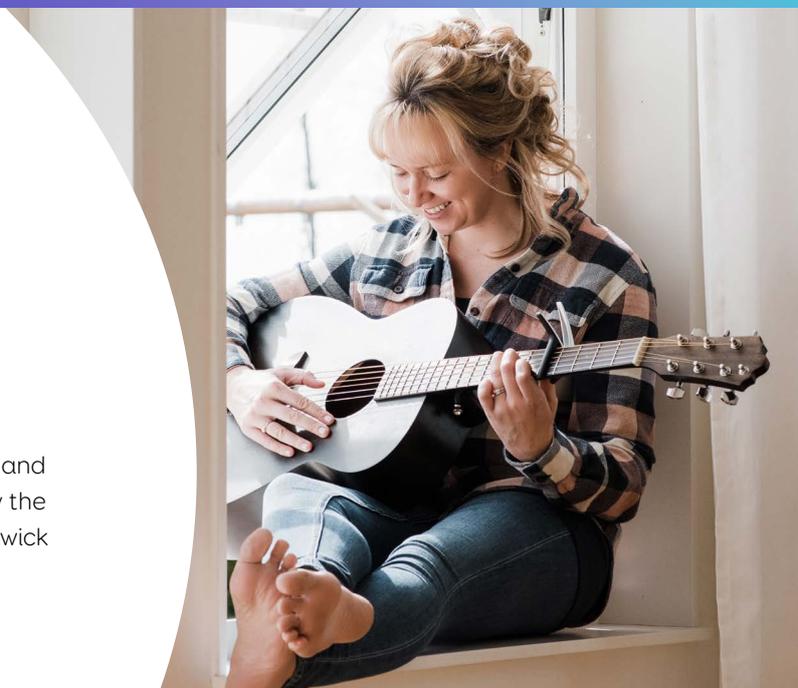
**Irish Life Health and LinkedIn provided 350 employees with ukuleles and created a 6-week music and mindfulness programme that focused on community, social connections and learning.**



## Data-driven wellbeing:

**As with all projects undertaken by Irish Life Health, the benefits needed to be tangible and proven.**

Irish Life Health consulted with their Scientific Advisory Board<sup>2</sup> and decided the best way to measure the initiative was to survey the employees before, during, and after the project, using The Warwick Edinburgh Mental Wellbeing Survey (WEMWBS).



# The results were astounding...



**+13% improvement**

in LinkedIn wellbeing score between the start and the end of the project (WEMWBS)



**73%**

Saw a meaningful positive improvement in their wellbeing score



A measurable **'improvement in mood'** for employees was identified during the project



Employees experienced **'feeling close to other people'**

and

**'Contentment with social connections at work'** more often



## Mindfulness matters

In the initial survey, **50% of people said they were most looking forward to learning a new instrument**, with just 23% of people looking forward to the mindfulness aspect.

However, in the final survey, less than a third of people (30%) most enjoyed learning a musical instrument, **whereas 48% enjoyed the benefits of mindfulness**.

These valuable insights will inform the next iteration of mental health support for LinkedIn as we continue the strategic evolution of this partnership, supporting LinkedIn employees to improve their wellbeing over the long-term.

At Irish Life Health, we're more than a health insurance provider. We're a trusted health and wellbeing partner to our clients, improving the physical and mental wellbeing of thousands of people.

**To find out how we can support your employees, with strategic wellbeing, speak to us today on:**

**01-5625248**

or

**Visit our website**

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### Sources:

\*Minding Creative Minds. July 27th 2020. \*The survey was conducted by OnePoll on behalf of Spotify. The data was taken from 1,800 respondents across the UK; all participants were required to confirm that they played a musical instrument fortnightly or more often.

†The Scientific Advisory Council are a multi-disciplinary team of advisors and partners who give guidance for health and wellbeing programmes.

**LinkedIn**

**Irish Life  
health**